



## Local Issue Ad Public File Checklist

Station WGHP

Date 9/18

1. Name of Sponsor American Crossroads

2. 9/18-9/27  
Flight dates and times

3. Next  
Name of spot/description of script/issue

4. Sourced  
Substantiation provided (describe)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Officers and Directors of sponsor in Station Public File X         
Yes No (explain below)

6. Sponsor ID: X         
Yes No (explain below)

NOTES:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Stephanie Maroney  
do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

<b>Total Charges:</b>
-----------------------

This broadcast time will be used by: American Crossroads

<p><b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b></p> <p style="text-align: center;"> <input type="checkbox"/> Yes           <span style="margin-left: 200px;"><input checked="" type="checkbox"/> No</span> </p>
---

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

9.14.12      Steph Mung      703-299-1760  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted                      ☐ Accepted in Part                      ☐ Rejected

\_\_\_\_\_  
Signature                      Printed Name                      Title



WGHP-TV

## ORDER

Print Date 09/12/12

Page 1 of 2

Flight Dates 09/18/12-09/27/12

Contract / Revision 573721 /

Original Date / Revision  
09/12/12 09/12/12

Advertiser American Crossroads

Agency Crossroads Media, LLC.

Buying Contact Stephanie Maroney

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314Primary Account Executive  
Brad Philipps

Account Executive	Order%	Start Date	End Date
Brad Philipps	100%		

Product  
American Crossroads

Agency Com 15%

Billing Contact

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 952

Alt Order # 9813397

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLI POL

Product Codes PL2A

Priority 3

Advertiser Ref

Revision

Order Share 49% Market Value 23265

Competing Station	% of Order	Amount
UNKWN	%	0
WFMY	47%	10934
WGPX	%	0
WLXI	%	0
WTWB	%	0
WUNL	%	0
WUPN	%	0
WXII	4%	930
WXLV	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	6	\$9,690.00	\$11,400.00	0.00	08/27/12	09/26/12	6	\$9,690.00	\$11,400.00
Totals	6	\$9,690.00	\$11,400.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	8	09/21/12	09/21/12	LN (M-F) Late News M-F	CM-All	1030-11p (10:30 PM-11:00 PM)	----F--	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
FOX 8 1030P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	----F--	1			\$1,400.00		0.00					
2	8	09/25/12	09/25/12	LN (M-F) Late News M-F	CM-All	10-11p (10:30 PM-11:00 PM)	-T-----	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
FOX 8 1030P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-T-----	1			\$1,400.00		0.00					
3	8	09/26/12	09/26/12	LN (M-F) Late News M-F	CM-All	1030-11p (10:30 PM-11:00 PM)	--W----	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
FOX 8 1030P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
3	8	09/26/12	09/26/12	LN (M-F) Late News M-F	CM-All	1030-11p (10:30 PM-11:00 PM)	--W----	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
FOX 8 1030P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1		\$1,400.00		0.00			
E 4	8	09/26/12	09/26/12	X Factor Wednesday The X Factor	CM-All	8-10p (8:00 PM-10:00 PM)	--W----	:30	1	\$1,800.00	3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1		\$1,800.00		0.00			
5	8	09/20/12	09/20/12	X Factor Thursday The X Factor	CM-All	8-9p (8:00 PM-9:00 PM)	---T---	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
X-FACTOR RESULTS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---				1		\$3,000.00		0.00			
6	8	09/23/12	09/23/12	NFL Early Game FOX NFL 1p	CM-All	1-430p (1:00 PM-4:30 PM)	-----S	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
BUCS @ COWBOYS 9/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1		\$2,400.00		0.00			
Totals														6	\$11,400.00



WGHP-TV

## ORDER

Print Date 09/07/12 Page 1 of 2

Flight Dates 09/18/12-09/27/12

Contract / Revision 573721 /

Original Date / Revision  
09/07/12 09/07/12

Advertiser American Crossroads

Agency Crossroads Media, LLC.

Buying Contact Stephanie Maroney

66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314Product  
American Crossroads

Agency Com 15%

Billing Contact

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Sales Region NAT

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Demographic A35+

Rev Codes SP-POL PLI POL

Product Codes PL2A

Priority 3

Advertiser Ref

Primary Account Executive

Brad Philipps

Account Executive	Order%	Start Date	End Date
Brad Philipps	100%		

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WFMY	47%	10934
WGPX	%	0
WLXI	%	0
WTWB	%	0
WUNL	%	0
WUPN	%	0
WXII	4%	930
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	8	09/21/12	09/21/12	LN (M-F) Late News M-F	CM-All	1030-11p (10:30 PM-11:00 PM)	----F--	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
FOX 8 1030P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	----F--	1		\$1,400.00	0.00							
E 2	8	09/25/12	09/25/12	LN (M-F) Late News M-F	CM-All	10-11p (10:30 PM-11:00 PM)	-T-----	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
FOX 8 1030P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	-T-----	1		\$1,400.00	0.00							
E 3	8	09/26/12	09/26/12	LN (M-F) Late News M-F	CM-All	1030-11p (10:30 PM-11:00 PM)	--W----	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
FOX 8 1030P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 3	8	09/26/12	09/26/12	LN (M-F) Late News M-F	CM-All	1030-11p (10:30 PM-11:00 PM)	--W----	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00	
FOX 8 1030P NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		09/24/12	09/30/12	--W----	1		\$1,400.00		0.00							
E 4	8	09/26/12	09/26/12	Wednesday Prime Rotation SYTYCD	CM-All	8p-10p (8:00 PM-10:00 PM)	--W----	:30	1	\$1,800.00	3	0.00	NM	1	\$1,800.00	
SO YOU THINK YOU CAN DANCE9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		09/24/12	09/30/12	--W----	1		\$1,800.00		0.00							
E 5	8	09/20/12	09/20/12	X Factor Thursday The X Factor	CM-All	8-9p (8:00 PM-9:00 PM)	---T---	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00	
X-FACTOR RESULTS SHOW																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		09/17/12	09/23/12	---T---	1		\$3,000.00		0.00							
E 6	8	09/23/12	09/23/12	NFL Early Game FOX NFL 1p	CM-All	1-430p (1:00 PM-4:30 PM)	-----S	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00	
BUCS @ COWBOYS 9/23																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		09/17/12	09/23/12	-----S	1		\$2,400.00		0.00							
														Totals	6	\$11,400.00

30856



**CROSSROADS MEDIA, LLC**  
MEDIA ACCOUNT  
66 CANAL CENTER PLAZA  
SUITE 500  
ALEXANDRIA, VA 22314

VIRGINIA COMMERCE BANK ALEXANDRIA, VA

68-525/560

9/14/2012

PAY TO THE ORDER OF **WGHP-TV**

\$ **\*\*9,690.00**

Nine Thousand Six Hundred Ninety and 00/100\*\*\*\*\*

DOLLARS

**WGHP-TV**  
2005 Francis Street  
High Point, NC 27263

TWO SIGNATURES REQUIRED OVER \$10,000.00

MEMO

**AmerCross NC Pres 9/18-9/27/12 Add**

THIS DOCUMENT CONTAINS HEAT SENSITIVE INK. TOUCH OR PRESS HERE - RED IMAGE DISAPPEARS WITH HEAT.

⑈030856⑈ ⑆056005253⑆

⑈2006 3288⑈

SAFEGUARD SECUR  
SAFEGUARD SECUR

**WGHP-TV**  
CROSSROADS MEDIA, LLC  
MEDIA ACCOUNT

**AmerCross NC Pres 9/18-9/27/12 Add**

9/14/2012

9,690.00

30856

Media Account

**AmerCross NC Pres 9/18-9/27/12 Add**

9,690.00